

## **Abstract**

- Title:** Measurement of Service Quality in Sport by Brady`s Model
- Objectives:** The aim of this thesis is to analyze quality of services provision in SC Palmovka using Brady`s model. The research revealed various shortcomings of provided services to which appropriate solutions were proposed in order to help SC Palmovka increase provided services quality and customer satisfaction.
- Methods:** The research used a multidimensional Brady`s model concerning the perceived quality of service. Individual dimensions were investigated by questionnaire survey focused on customers. The leadership team of SC Palmovka also added an estimate of the results to the research.
- Results:** Research results are shown in the cross classification and graphs. The data obtained from research helped to identify services that should be improved according to customers. Based on the results, recommendations designed to alleviate or eliminate the drawbacks were set. This should help SC Palmovka to achieve higher quality of provided services as well as increased customer satisfaction.
- Key words:** service quality research, perceived quality of service, multidimensional model of service quality, survey, customer satisfaction, marketing research